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### University of Montana placement center finds degree means dollars

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# NEWS

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## UM PLACEMENT CENTER FINDS DEGREE MEANS DOLLARS

A college degree is paying off this year as never before, according to Charles E. Hood, director of graduate placement at the University of Montana.

Hood said that, according to the results of a recently completed survey by the College Placement Council, beginning salary offers to college seniors in business and industrial placement were up 6.2 percent over last year's average. He explained that increases in beginning salaries were higher than at any time since the Council began its salary survey in 1959.

The CPC is the coordinating and service organization for eight regional college placement associations of the United States and Canada. Data for its salary survey, which is limited to male students, were collected from 116 colleges and universities from coast to coast, covering 46,483 bachelor's, master's and doctoral offers.

The average dollar value of offers to bachelor candidates in non-technical fields rose 7.7 percent to \$614 a month and the average for technical students went up 7.3 percent to \$720. Hood explained that non-technical curricula includes accounting, general business, marketing and distribution, humanities and social sciences.

Although engineers continued to attract the highest offers with a \$726 average, this curriculum was down to fifth place in percentage increases. Accounting led that list with 8.9 percent, followed by humanities and social science, 7.7 percent; physics-chemistry-mathematics, 7.6 percent; engineering, 7.5 percent, and business, 7.4 percent.

Hood said that the candidate for a master's degree in business administration after a non-technical undergraduate degree experienced a 10.1 percent gain in dollar average over last year. MBA candidates with a technical undergraduate background received an 8.8 percent increase. The MBA with a technical undergraduate degree received the highest offers among all master's candidates, averaging \$869.

On the doctoral level, mathematicians and mechanical engineers received offers 6.7 higher than last year's graduates. Mathematicians, who have experienced a 12.1 percent gain in two years, received offers of \$1,220 a month and mechanical engineers, \$1,212.